

**REMARKS**

Claims 1-19, 22-34, 37, 38, 40-49 and 51-54 are pending.

Claims 1-19, 22-34, 37, 38, 40-49 and 51-54 as being unpatentable over Nagakubo (US Patent No. 5,757,343) in view of Mizushima (US Patent No. 4,193,095).

According to the foregoing, the claims are amended, and, thus, claims 1-19, 22-34, 37, 37, 40-49 and 51-54 remain pending for reconsideration, which is respectfully requested. The rejections are traversed below.

No new matter has been added.

Mizushima is newly cited, and, thus newly relied upon.

The independent claims are 1, 19, 26, 34, 40, 47, 51, 53 and 54. For example, the present Application FIGS. 6 and 18 and page 21, line 13 to page 22, line 26; and page 31, line 14 to page 33, line 33, support the claim amendments.

According to the foregoing, the independent claims 1, 26, 40, 51, 53 and 54 are amended providing **"a detection unit detecting respective luminance levels for the input primary color video signals for each color image displayed; and a white balance correction unit maintaining a constant white balance regardless of the number of emissions or intensity of each input primary color video signal by adjusting respective amplitudes of each input primary color video signal for each displayed color image in accordance with said detected luminance level for each displayed color image."**

Nagakubo in the Abstract, column 3, lines 19-23 and column 5, lines 38+, discusses adjusting the number of times of emission according to a user input luminance adjustment level to adjust luminance of the plasma display. The Office Action acknowledges Nagakubo does not disclose the claimed "white balance correction portion ..." So the Office Action newly relies upon Mizushima column 1, lines 26-32. However, Mizushima column 1, lines 26-32 discusses a prior art white balance of display image, because Mizushima only discusses "one conventional method of the obtaining a desired luminance level comprises controlling the amplitude of voltage or current applied to a luminescent element," but fails to disclose, or suggest to one skilled in the art, a basis for controlling such amplitude of voltage or current applied to a luminescent element to achieve white balance. The present Application page 19, lines 10-15 provides "In the prior art white balance adjusting circuit, since the white balance is adjusted by displaying prescribed

adjustment pattern with a specified APL (that is, with a specified number of emission), ... the white balance may become shifted when the number of emissions (APL) changes."

Further, Mizushima's white balancing differs from the present claimed embodiments, because Mizushima column 3, lines 44-50 discusses "an improvement on the erase signal generator circuit 9 in the driver system shown in FIG. 1 so as to increase or decrease the lighting period widths for the respective bits in correlation with each other or in proper ratios so that a luminance control is enabled without reducing the number of gray-scales which can be displayed."

Thus, a prima facie case obviousness based upon Nagakubo and Mizushima cannot be established, because both Nagakubo and Mizushima discuss a conventional white balance correction based upon a user input luminance adjustment or a predetermined adjustment pattern, respectively, (see for example, Mizushima FIG. 1 which does not show any input based upon the video signals into the multiplier 5 for adjusting the multiplier 5 for a white balance), or Mizushima discusses an erase signal generator 9 for luminance control which fails to provide any motivation or suggestion to one skilled in the art to modify Nagakubo to achieve the claimed constant white balancing. In other words, Nagakubo and Mizushima fail to disclose, or suggest to one skilled in the art, the claimed "a detection unit detecting respective luminance levels for the input primary color video signals **for each color image displayed**; and a white balance correction unit **maintaining a constant white balance regardless of the number of emissions or intensity of each input primary color video signal by adjusting respective amplitudes of each input primary color video signal for each displayed color image in accordance with said detected luminance level for each displayed color image.**" In other words, the claimed embodiment provides a benefit of maintaining a constant white balance regardless of the number of emissions or intensity thereof by adjusting the input video signals **for each displayed color image.**

Further, in contrast to Nagakubo and Mizushima, the claimed present invention as recited in independent claims 19, 34 and 47, using claim 19 as an example, provides:

...

a first detection unit **detecting input gray levels of each displayed color image** represented by said primary color video signals; and

a white balance correction unit **maintaining a constant white balance regardless of the gray levels by adjusting output gray levels of said primary color video signals of each**

**displayed color image** in accordance with said detected **input gray levels of each displayed color image**, wherein said white balance correction unit further comprises a computing unit to compute gray level correction coefficients in accordance with said detected input gray levels of each displayed color image, and a plurality of correction units to correct said detected input gray levels of each displayed color image according to said computed gray level correction coefficients.

**CONCLUSION**

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

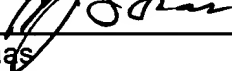
If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

Respectfully submitted,

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